

COUNCIL AGENDA SUMMARY

TO: Mayor Craft & Members of the City Council

FROM: Marcy Kichler, Revenue Supervisor

SUBJECT: Amendment to Code of Ordinances §8-35 Schedule G Special Event Licenses

DATE: January 6, 2020

ISSUE: In the interest of promoting art in the community and encouraging participation in small, local festivals, this is a proposal to add the option for a Public Assembly Permit Holder to obtain one (1) license for events with fewer than 150 participants; as long as certain conditions are met.

BACKGROUND: Our current Code requires that each vendor obtain either a business license or a special event license to participate in a permitted special event. Event organizers and many vendors have expressed they feel the fee is burdensome and presents a barrier to entry.

Some annual events that are usually below this threshold include Art Market, Zydeco Festival, Oyster Cook-off, Bally Hoo, and Hangout Music Festival.

This proposal would allow a Public Assembly Permit Holder to obtain one festival license if they comply with the following conditions:

- 1) State they wish to elect this option in their Public Assembly Permit Application
- 2) Submit a preliminary list of all participants to the City of Gulf Shores Revenue Division no later than seven (7) days prior to the event
- 3) On the **first** business day following the event, submit a final list of participants (with any changes to the preliminary list) along with the tax return forms and tax remittances on behalf of all the event participants to the City of Gulf Shores Revenue Division.
- 4) Failure to meet any of these conditions would require all vendors to be individually licensed and the permit holder and event will not be considered for this option in the future.

PREVIOUS COUNCIL ACTION: Approved the addition of a one day special event license for \$25 fee in February 2017.

BUDGET IMPLICATIONS: A reduction of approximately \$7,350 in license fee revenue.

RECOMMENDATION: Accept amendment to §8-35 Schedule G, as presented

RELATED ISSUES: None

ATTACHMENTS: Code of Ordinances §8-35 Schedule G with recommended amendment

DEPARTMENT: Finance and Admin

STAFF CONTACT: Marcy Kichler

Festival Licenses Issued by Year:

	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Shrimp	276	280	320	234
Other	206	192	206	194
Total	482	472	526	428

**Businesses that have an annual business license are not required to purchase an additional license, so they are not included in these numbers.*